

Town Center Phase I: Turning the Corner

More Details About Rockville Town Square...

LIBRARY

- Serves as north anchor of Town Square
- Entrance faces public plaza
- Three floors
- Opening late summer 2006

PARKING GARAGES

- 3 mixed public/private parking garages
- 1 private parking garage
- Overall parking to include approximately 1,000 public parking spaces
- Parking entrances and exits are indicated by **P** on map.

PUBLIC PLAZA

- Focal point/mid-point of Town Square
- Open space to provide area for public events (Hometown Holidays, Rockville Music Festival, etc.)
- Convenient pedestrian thoroughfare for all Town Center elements
- Encourages seating and gatherings
- Pavilion and water feature

ROCKVILLE CULTURAL ARTS BUILDING

- Five-story building adjacent to library on Newmarket Street
- Two floors to be home to Metropolitan Center for the Visual Arts at Rockville (formerly Rockville Arts Place)
- Two floors dedicated to business incubator of Montgomery County Department of Business and Economic Development
- First floor retail

RESIDENTIAL & RETAIL

- 644 premiere one-, two- and three-bed room residential units (includes 96 MPDUs)
- 4 and 5 stories of residential above retail
- 175,000 sq. ft. of retail/restaurant space

ROCKVILLE METRO PLAZA

- Developed by Foulger-Pratt
- Located at corner of East Middle Lane and Route 355
- Building 1 complete
- Buildings 2 and 3, approved for approximately 370,519 square feet office space; 19,494 square feet of retail space
- Buildings 1, 2 and 3 to include 620,000 square feet total space

The map below represents a retail view of the first businesses to locate to Rockville Town Center Phase I. Residential condominiums will be located above the retail area.



Town Center Web Cam

Witness history in motion right from your computer. View the progress of Phase I of Rockville Town Center through the City's online Web camera that is focused on the Rockville Town Square construction site. Follow the transformation from foundation preparation to the eventual mix of retail, restaurant and residential uses that will be anchored by the new Rockville Regional Library. A camera on top of The Victoria condominiums on East Middle Lane broadcasts live images of the site every 60 seconds to the City's Web site at www.rockvillemd.gov. The camera is operational 24 hours a day.



Town Center Time Line — Building Toward Rockville's Future

1995	2000-01	OCTOBER 2001	JUNE 17, 2002	MARCH 2003	JULY 10, 2003	SEPT. 9, 2003	DEC. 12, 2003	JUNE 15, 2004	THROUGHOUT 2004-07	WINTER 2005-06	LATE SUMMER 2006	LATE SUMMER 2006	LATE FALL/WINTER 2006-07	WINTER 2006-07	SPRING 2007
Rockville Mall demolished	Regal Cinema/ Restaurant Row opens (E. Montgomery Ave.)	Town Center Master Plan adopted	Site selected for new Rockville Regional Library	Design guidelines and acquisition of shopping center on N. Washington St. approved	RD Rockville, LLC named residential co-developer	City, Federal Realty, Montgomery County and RD Rockville sign Town Center general development agreement	Montgomery County Council approves \$12 million to help fund Town Center	Town Square Groundbreaking. Construction begins	Construction ongoing	Construction starts for Cultural Arts Building	Opening of Maryland Avenue Extended and public plaza	Opening of Rockville Regional Library and first public parking garage	Opening of first retail stores and second public parking garage	First residents move into "Windows" at Rockville Town Square	Official grand opening of Rockville Town Square

Retailers of Town Square: Blending the Old With the New

Rockville Town Square, the first phase of the redevelopment of Rockville Town Center, will be the vibrant downtown the City has envisioned for decades. This is indicated by the first 10 retail tenants announced in January by Federal Realty Investment Trust (FRIT), the project's retail owner.

The first tenants announced are a blend of traditional area businesses and an influx of others that want to be part of what will become an urban downtown with a hometown feel. Rockville Town Square will be a mix of retail, restaurant, residential, cultural and office uses. It also will be home to the new Rockville Regional Library.

The first tenants announced will serve as a reminder of the best of Rockville's past. Returning to Town Center will be Taste of Saigon restaurant, Chevy Chase Bank, Starbucks Coffee and a CVS drugstore. These recognizable names are among the businesses committed to the revitalized downtown.

Businesses that will be new to downtown Rockville

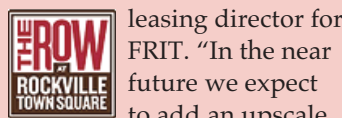
include restaurants Primo Italiano, Lebanese Taverna and Sushi Damo; the Hair Cuttery and The Papery. Also joining the line-up will be long-time Montgomery County fixture Gifford's Ice Cream store.

"This is a positive start to providing customers and residents with comfortable places to relax and dine, while adding new night life to downtown Rockville."

— Wendy Seher,
Leasing Director for FRIT

More retail commitments will be released by Federal Realty in the coming months. It is expected that the first retail stores will open in late fall/winter 2006-07.

"This is a positive start to providing customers and residents with comfortable places to relax and dine, while adding new night life to downtown Rockville," said Wendy Seher,



leasing director for FRIT. "In the near future we expect to add an upscale grocer, a health club and day spa, along with a home décor store, women's clothing stores and more restaurants."

The City of Rockville has joined with private partners Federal Realty and RD Rockville LLC (Ross Development and DANAC Development) in the development of the 12.5 acres of Rockville Town Square. Eventually, from this nucleus, Rockville Town Center will expand to more than 60 acres.

Rockville Town Square's retail component will be unique, but will borrow from the success Federal Realty has demonstrated in creating active, urban environments around the nation. FRIT's nationally recognized revitalized downtowns include Bethesda Row; The Village at Shirlington and Pentagon Row in Northern Virginia; and Santana Row in California.

Rockville Town Square will include 175,000 square feet of retail space and restaurants. Nearly 1,000 new public parking spaces will be created through three new parking garages and on-street parking. ■

'Windows' Opening on Rockville Town Square – 644 Downtown Condominiums Should Welcome First Occupants Late in 2006

To many, a key element of creating a vibrant new downtown in Rockville was having people in the area around-the-clock, including those who would call Rockville Town Center their home.

The design of Rockville Town Square incorporated that element, and when the project opens later this year, the 644 condominium units of "Windows on Rockville Town Square" will be part of the big picture. Moderately Priced Dwelling Units (MPDU) will represent 15 percent of the total number of units as stated by City requirements.

"Windows," which is being developed by RD Rockville (a partnership of Ross Investment and DANAC), quickly has demonstrated the desire for people to move back into an urban setting.

By the end of 2005, RD Rockville said it had already sold 150 residences, representing 90 percent of the first phase of sales. It will soon open for sale the next block of 241 condominiums. Overall, there will be four blocks with condominiums above retail stores and restaurants.

So far, Windows sales have sold from the upper

\$200,000s to \$1.2 million, representing an average of more than \$500 per square foot.

The first residents are expected in late 2006. Full occupancy of the project is expected by summer of 2007.

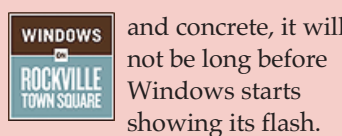
"It is nothing short of exhilarating to see the new Town Square—an entirely new community—rise right before our

"Demand from condominium owners and retailers is coming from those who understand the significant future value of smart development."

— John Jaeger,
RD Rockville partner

very eyes," said Scott Ross, who along with John Jaeger is a main partner in RD Rockville. "The quick pace has only been accelerated by the extraordinary demand we are seeing from condominium owners and retailers eager to be part of this landmark new community."

Although the structures rising out of Town Square still are brandishing considerable steel



and concrete, it will not be long before Windows starts showing its flash.

The eventual facades of the buildings will have many different styles, designed to appear as if they were constructed over a long period of time. The first facades will be seen as early as March.

Windows condominiums range from studios to three-bedroom penthouses. The residences will feature hardwood flooring; generously sized windows; and nine-foot ceilings. Each condominium block will have a state-of-the-art fitness center and there will be two pools in the community.

"Demand from condominium owners and retailers is coming from those who understand the significant future value of smart development," said Jaeger, "and the role it will play in how we work, live and play."

To arrange a tour of Rockville Town Square, or learn more about its residences, call 301-610-6035 or visit its sales office at 41 Maryland Avenue in Town Center. Information on the residences also is available at www.squarewindows.com. ■



This model shows the new plaza in Rockville Town Square. The new Rockville Regional Library is represented to the left of the plaza in this view.

Reading Into the Future: Rockville Regional Library

Symbols, inspiration and pride will infuse the halls of the new Rockville Regional Library.

The City's rich, 200-plus year history will be reflected in the creative architecture throughout Montgomery County's flagship library that will serve as one of the main attractions to Rockville's new Town Center.

Scheduled to open in late summer, the Rockville Regional Library will include a myriad of features to include a collection of books in the Russian language – the first in Montgomery County Public Libraries; the Special Needs Library will move to the new library and open simultaneously; Rockville Economic Development and the Rotary Club of Rockville will partner with the Library to provide business programs; and Peerless Rockville will partner with the library to provide local history programs.

Symbolism of the City's history will be found throughout the new library. Three murals are planned that will represent various aspects of Rockville's population and history.

The library will be located along Beall Avenue and will be about 71,500 square feet, plus 12,700 square feet for library administration and another 14,700 square feet of office space for other county agencies.

It will hold approximately 140,000 volumes from its present site on the corner of Maryland Avenue and Vinson Street. An additional 60,000 volumes will be purchased over a three-year period.

Plans call for a new district court to be built on the site of the current library on the block surrounded by Maryland Route 28, Maryland Avenue and Vinson Street. ■

Cultural Arts in Town Square

Art In Public Places

Construction of Rockville Town Center has presented plenty of opportunity for artists – near and far – to express their creativity with respect to what Rockville means to them.

Specifically, the City of Rockville is giving nine artists the chance to imprint their artistry on Town Square. A total of 27 finalists were selected for the nine public art projects that will grace various locations downtown.

The finalists, selected from 345 applications, will present models of their works to the four Artist Nomination Committee members. Those models will be on public display in Rockville City Hall in late March.

"Citizens will have a chance to comment on each of the models on display," said Betty Wisda, Rockville's arts programs supervisor. "Public comments, along with artists' presentations to the four Artist Nomination Committees, will be considered as the final selections that will be presented to the Mayor and Council."

In November the finalists

visited the site. They will return to Rockville to present their final proposals to the public in March.

Cultural Arts Building

Progress on the new Cultural Arts Building is moving along.

The City of Rockville permitted Montgomery County to use the site of the future Cultural Arts Building until Dec. 5, so that the county could complete the west wall of the new library building. Construction of the Cultural Arts Building will begin immediately afterward, when the county turns the property back to the City.

Rockville Arts Place, which has been re-named the Metropolitan Center for the Visual Arts at Rockville (VisArts), is working on the interior design for the two floors that it will occupy (second and third floors). Montgomery County also is completing the interior design of its spaces (fourth and fifth floors), which will be a new business incubator operated by the Montgomery County Department of Economic Development.

The building is scheduled to be completed by spring 2007. ■

Rockville Town Center

Turning the Corner on Phase I

February 2006

Rockville Town Square: Shaping the City's Future Downtown

The buildings and garages have been emerging from the ground in downtown Rockville. Not long away: The opening of Phase I of Rockville Town Center, which will be known as Rockville Town Square by its developers.

Rockville Town Square is the eagerly awaited community of shops, restaurants, residences and offices that is part of the 15 acres that comprise Phase I of Rockville Town Center. In addition to being Montgomery County's newest address for entertainment, condominiums and a public plaza, the new streetscape will serve as an attractive gathering place.

Rockville Town Square, whose first buildings will open in late fall 2006, will be home to the Rockville Regional Library, the largest library in the Montgomery County system. The Rockville Cultural Arts Building will contain the Metropoli-

tan Center for the Visual Arts at Rockville (currently Rockville Arts Place) and a new business incubator.

The focal point of Rockville Town Square will be an open-air plaza that will serve as a meeting place and as a host to community events and concerts.

"Windows on Rockville Town Square" will be 644 condominiums that top the shops and restaurants in Town Square. The units are selling briskly, with the cost of some surpassing the \$1 million mark. The project also will include the City's required number of Moderately Priced Dwelling Units (MPDU), which will be about 96 for this project (15 percent of the total).

Phase I of Rockville Town Center is the first step in developing a new downtown Rockville, which could eventually expand to more than 60 acres.

The wide sidewalks will make outside dining available throughout the development and will help to create an urban atmosphere not far from Rockville's continuing roots as a big small town. Town Center is easily accessible from the Rockville Metro Station and Rockville Pike. As home of the Montgomery County seat, it is an easy walk from the hub of county activities, such as the county offices and courthouses.

City officials expect Rockville Town Center will quickly assume its identity, as much more than an entertainment and residential district, but also as a gathering place for residents from throughout the City. Visitors to Town Center will be welcomed by comfortable benches and intriguing artwork. The Rockville Growers Only Farmers' Market will return on Saturdays to the very site it once occupied for so many years in Town Center. ■

Facts About Phase I of Town Center

♦ **WHAT:** Residential, office, and public uses

♦ **WHEN:** First components to open in Fall 2006. Grand opening in Spring 2007

♦ **WHERE:** Bordered by Beall Avenue on the north, East Middle Lane on the south, North Washington Street on the west and Maryland Route 355 on the east

♦ **SIZE:** 15 acres (Eventually Town Center may expand to 60 acres)

♦ **OVERALL DEVELOPMENT:** Rockville Town Square, Rockville Metro Plaza, Rockville Regional Library, residences, retail, restaurants,

entertainment, cultural and office uses plus parking garages and on-street parking

♦ **DETAILS:**

- Approximately 644 total premiere residences, 15 percent of which are moderately priced (about 96 units)
- Approximately 175,000 square feet of retail/restaurants

- 1,900 parking spaces, with approximately 1,000 open to the public. Three public parking garages

- Rockville Regional Library will be the largest library in the Montgomery County system

- Tree-lined streets include on-street parking, benches, artwork and sidewalk cafés
- Public plaza to be used for special events, concerts and farmers' market

♦ **DEVELOPMENT COST:** \$352 million (\$264 million private and \$88 million public funding)

♦ **PUBLIC INVESTORS:** City of Rockville, Montgomery County, State of Maryland and federal government

♦ **PRIVATE INVESTORS:** RD Rockville, LLC (Rockville Town Square developer), Federal Realty Investment Trust (retail owner) and Foulger-Pratt (Metro Plaza developer)



VISION OF THE FUTURE ... A model depicting the future Rockville Town Square development shows the future corner of Maryland Avenue and East Middle Lane (left). To the right is construction progress on that corner as of Jan. 13.

Town Center in the Making...

The progress of the ever-evolving Town Center is apparent when viewing the four images below. These views are from North Washington Street, with the top photo showing the shopping center that was removed to pave the way for Rockville Town Square. In the rear is Rockville Metro Plaza. See progress live on the Town Center Web cam at www.rockvillemd.gov.

Aug. 24, 2004



Sept. 9, 2004



Oct. 18, 2005



Jan. 13, 2006

